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News from the Hybridizer's Work Shop

NEW AND RARE HARDY PERENNIALS

Grown and Offered by
FRANK KOEHLER, Camden, New Jersey

Part of my present Nursery ground has been sold for building lots and my large stock of Iris will be transplanted to my new Farm nearby. During this time prices on many varieties, as you will notice, are much reduced.

My aim is to improve, introduce and grow only the better kinds of Hardy Plants; besides a general line of good old varieties. Since 1900, those days with the well-known firm Goos and Koenemann, I am in this most interesting hybridizing business. Many good varieties are to my credit—but still I am learning and trying to produce more improvements.

When planting Iris use some lime and bonemeal, but never green manure. Plain coal ashes mixed liberally into the soil also is beneficial. 6 plants at dozen rate; 25 plants at 100 rate.

My New Iris Seedlings

CINDERELLA—Koehler (1924-25). A very tall (at least 3½ feet), strong grower with large size flowers; spreading Falls, rather difficult to describe. Uppers Pearl deepening to buff. Falls light purple shading to lavender, \$5.00 each. \$50.00 per doz. Prepaid.

OBERON—(Koehler 1924-25). A real lavender, giant in growth and size of flowers. Nearing Albert Victor in color. Unfortunately rather slow in propagation. \$5.00 each. \$50.00 per doz. Prepaid.

HELENE KOEHLER—(Koehler 1924). A Lohengrin Seedling of healthy strong growth. Uppers delicate Pink. Falls slightly darker veined, this veining helps to make the delicate color more impressive and superior to other pink varieties. 32 inches high. \$2.50 each. \$25.00 per doz. Prepaid.

ROSEDALE—(Koehler 1923). Strong grower of clear lavender, overlaid Lobelia blue, conspicuous orange beard, distinct in his satiny finish. 3 feet. Late bloomer. \$1.50 each. \$15.00 per doz. Prepaid.

PROF. A. SEEGLER—(Koehler 1923). A tall grower of a distinct deep Wine Red color. 38 inches. A much improved Ed. Michel. \$1.50 each. \$15.00 per doz. Prepaid.

ELBERON—(Koehler 1923). An entirely new shade in deep Red. Very select color, a good size flower of artistic form. 32 inches. Late bloomer. \$2.00 each. \$20.00 per doz. Prepaid.

BELLADONNA—(Koehler 1922). The forerunner of an early plicata. Belladonna blooms regularly and profusely. It is distinct in that its standards are darker than the falls, caused

by a more heavy mottling and striping of purple on the white ground. An excellent and showy variety. Height 32 inches.

RED RIDING HOOD—(Koehler 1922). The nearest approach to red in the Iris family, and for that reason it has a place in the Iris-garden that no other variety can fill. The standards are an reddish lavender, while the falls are purplish solferinored, with mottlings of brown near the base, the back of the petals pinkish lavender. Greatly admired wherever seen. Height 32 inches.

UNDINE—(Koehler 1922). A very strong grower and very conspicuous among other Pallida varieties. The standards are a lovely shade of deep lavender, while the falls are rich velvety purple. Height 36 inches. Price of the three 1922 seedling 50c. each. \$5.00 per doz. Prepaid.

GOOS & KOENEMANN'S NEW IRIS SEEDLINGS—Offered the first time in this Country

The price on these new 6 varieties is very moderate—to give you a chance to get acquainted with G. & K.'s last creations, which I feel sure soon will be as popular as their former varieties: Loreley, Rhein-Nixe, Nibelungen, Iris King, Flammenschwert, Rheintraube, Lohengrin, Etc. Price, \$3.00 each. \$30.00 per dozen. 6 plants at dozen rate. The set of 6 varieties, \$15.00, prepaid.

FOLKWANG. In beautiful color blending a wonder of nature, very hard to describe. Fall claret red with conspicuous veinings of brownish yellow and light edging. Standards of lustrous light rose Pink.

ROTA. A descendant of "Dorothy" eclipsing its progenitor by far in luminous power. Standards of bright silky carmine-pink. Falls of a darker tone with distinguishable veinings, but no bordering. Of medium height and very free flowering habit, a brilliant mass-effect in bright sunlight.

RHEINGAUPERLE. A striking novelty of wonderful soft rose-pink. The standards being lighter in shade than the falls. The latter are remarkably broad in counter effect with the

straight up dome shaped crown lend distinction and beauty to the flowers.

FORSETE. A one color variety producing dark lavender flowers of Pallida Dalmatica size on unusable free branching stems of from 3 to 4 feet high.

BALDER. Dome Shaped Yellow Olive colored standards with light blush reflex. Falls of dark reddish purple with olive line base. A combination bound to meet with popular favor.

VINGOLF. (Countess Lonyay X Her Majesty). Falls deep velvety violet-blue with light clear cut margins. Standards approaching cream color. The fascinating feature of this novelty is a new beautiful contrast effect in color combination of the single flower.

Add 25c. up to 6 plants; 35c. up to 12 plants; if wanted by mail.

CHOICE IRIS GERMANICA

Including several rare varieties.

S.—Standards or Uppers. F.—Falls.

Price per dozen, 10 times the price of one. Six at dozen rate

PINK AND ROSE SHADE

Each

Caprice (24 inches) Wine Red	\$.35
Her Majesty (24 inches) Rose Lilac	.25
Ilsan (G. & K. 24 inches) S. Lilac—Rose F. Red	2.00
Lohengrin (G. & K. 32 inches) Cattleya Rose	.35
Mr. Austin (Denis) Wine Red with yellow tinge	1.00
Mrs. Alan Gray (24 inches) Delicate Pink	.35
Rose Unique (24 inches) Rose	.35
Schwanhild (G. & K. 22 inches) Delicate Pink	3.00
Seminole (35 inches) Violet, Rose and Crimson	.75

YELLOW AND BRONZE SHADE

Eldorado (30 inches) Bronze, Yellow with Heliotrop	\$.35
Flammenschwert (G. & K.) Improved Iris King	2.00
Flavescens (32 inches) Soft Pale Yellow	.25
Gajus (G. & K. 25 inches) S. Yellow—F. Red veined	.25
Iris King (K. & G. 30 inches) Old Gold	.35
Loreley (G. & K. 28 inches) Yellow and Ultramarine Blue	.25
Mithras (G. & K. 30 inches) S. Yellow—F. Wine Red	.35
Mrs. Neubronner (24 inches) Golden Yellow	.30
Nibelungen (G. & K. 30 inches) Fawn Yellow	.30
Pfauenauge (G. & K.) S. Olive—F. Bluish Plum	.35
Princess Vict. Luise (G. K. 30 inches) Yellow and Plum	.20
Prosper Laugier (30 inches) Bronze	.35
Sherwin Wright (25 inches) Golden Yellow	.35

LAVENDER AND BLUE SHADES

Albert Victor (40 inches) Lavender	\$.25
Eckesachs (G. & K. 33 inches) S. Lavender—F. Light Purple	2.00
Juniata (44 inches) Clear Blue	.35
La Beaute (26 inches) Clear Sky Blue	2.00
Lady Foster (42 inches) Light Lavender	1.00
Oriflamme (32 inches) Light Blue and Violet	.35
Pallida Dalmatica (36 inches) Light Lavender	.25
Pollux (G. & K. 33 inches) Light Blue (Rare)	2.50
Princess Beatrice (38 inches) Lavender	.50
Rheintraube (G. & K. 36 inches) Lavender and F. Purple	2.00
Riese Von Connern (Muller 38 inches) A Light Blue Giant	2.00

DARK BLUE SHADES

Alcazar (36 inches) S. Mauve—F. Deep Purple	.35
Atropurpurea (28 inches) Deep Purple	.25
Kochii (28 inches) Claret Purple	.25
Archeveque (28 inches) S. Purple—F. Black Purple	.50
Parc de Neuilly (30 inches) Deep Violet Blue	.50

WHITE SHADES

Anna Farr (36 inches) White, Pale Blue Markings	\$1.00
Florentina Alba Creamy White	.25
Mme. Chereau (40 inches) White Edged Lilac	.25

WHITE SHADES—Continued

Rhein Nixe (G. & K. 36 inches) White and Violet	.35
Jeanne d'Arc (30 inches) White Penciled Lilac	.35
Pariciana (30 inches) White, Dotted and Shaded Lilac	.35

VARIOUS SHADES

Ambassadeur (48 inches) Dark Maroon	\$2.00
Dalmarius (G. & K. 30 inches) Gray, Blue and Lilac	.25
Monsignor (24 inches) Violet and Crimson	.50
Nuee d'Orage (30 inches) S. Gray—F. Purplish Bronze	.25
Perfection (30 inches) S. Lavender—F. Black Violet	.35

SIBERIAN IRIS "MISS DODO"—(Koehler 1924)

A good tall grower with large Skyblue flowers distinct. \$1.00 each. \$10.00 per dozen.

SIBERIAN IRIS PERRY'S BLUE

Very large clear Blue Flowers. \$1.00 each. \$10.00 per dozen.

JAPANESE IRIS

In Named Varieties, 50c each. \$5.00 per dozen.

In Mixed Varieties, 25c each. \$2.50 per dozen.

SOME OF MY SPECIALTIES

GYPSOPHILA PANICULATA FLORE-PLENO

The beautiful double Baby's Breath. Plants from select original stock, guaranteed to be on their own roots; positively no seedlings or grafts. 50c each. \$5.00 per dozen.

PAPAVER ORIENTALE (ORIENTAL POPPY)

Lula A. Neely. A wonderful new variety. Deep Blood Red, \$1.50 each; \$15.00 per dozen.

Wurtembergia. Crimson, \$1.00 each. \$10.00 per dozen.

Perry's. White, 75c each. \$7.50 per dozen.

Mrs. Perry. Salmon, 35c each. \$3.50 per dozen.

Flanders. Maroon and Crimson, \$1.00 each. \$10.00 per dozen.

Older Varieties, 35c each. \$3.50 per dozen.

NEW ASTERS, HARDY

Viola. A real gem, five feet high, of violet blue is one of the very best. (Not more than one dozen sold to a customer). 50c each. \$5.00 per dozen.

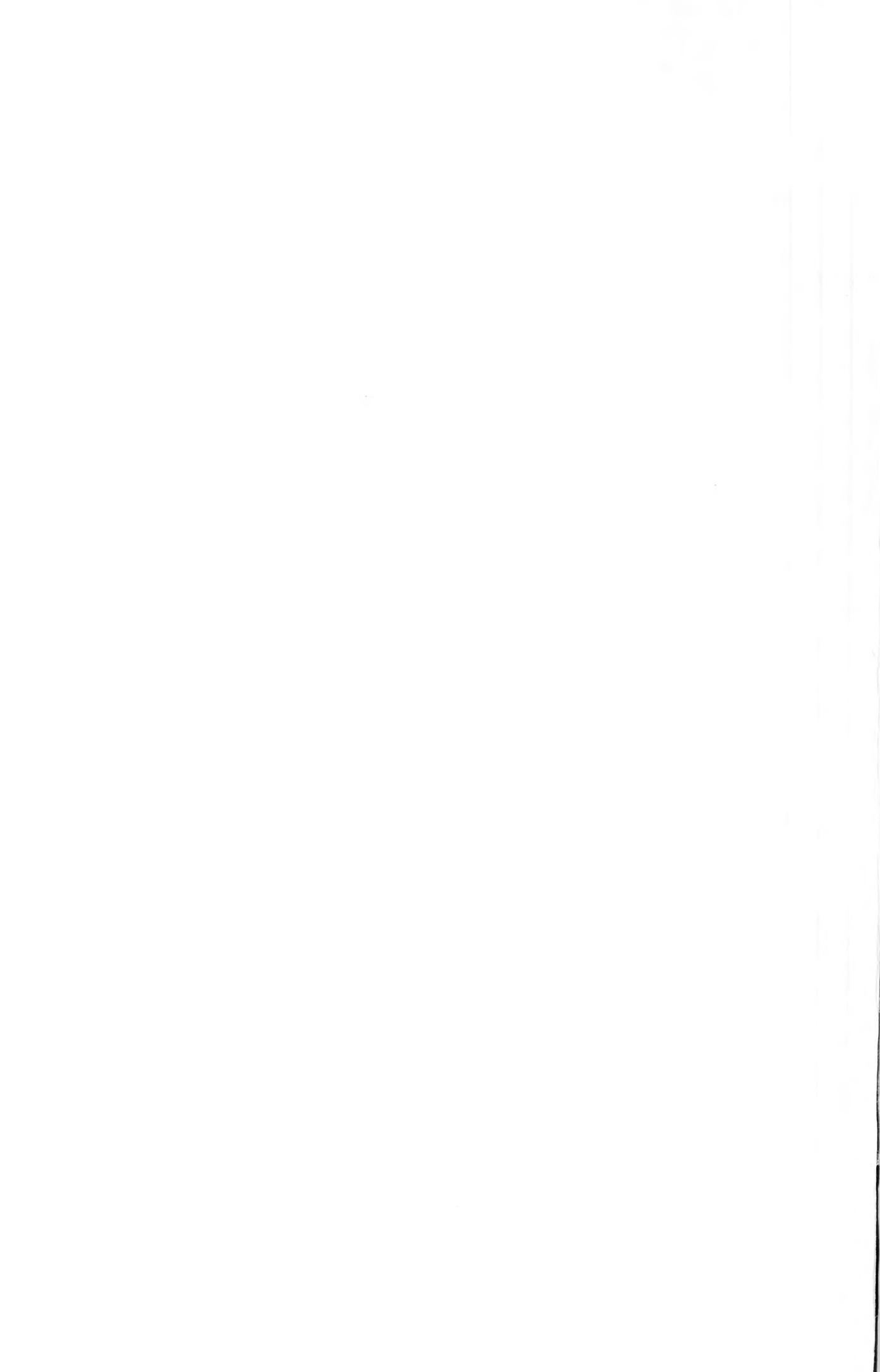
Grandiflora. An old but rare variety; has the largest individual flowers. It blooms late and is very distinct from any other kind. Sold out for this season.

Phlox, Rosalind (Kohler) brilliant Pink, 25c each.

Hardy Phlox in good varieties, 25c each. \$2.50 per dozen. \$20.00 per 100. Lists of varieties on application.

OLDER HARDY PERENNIALS

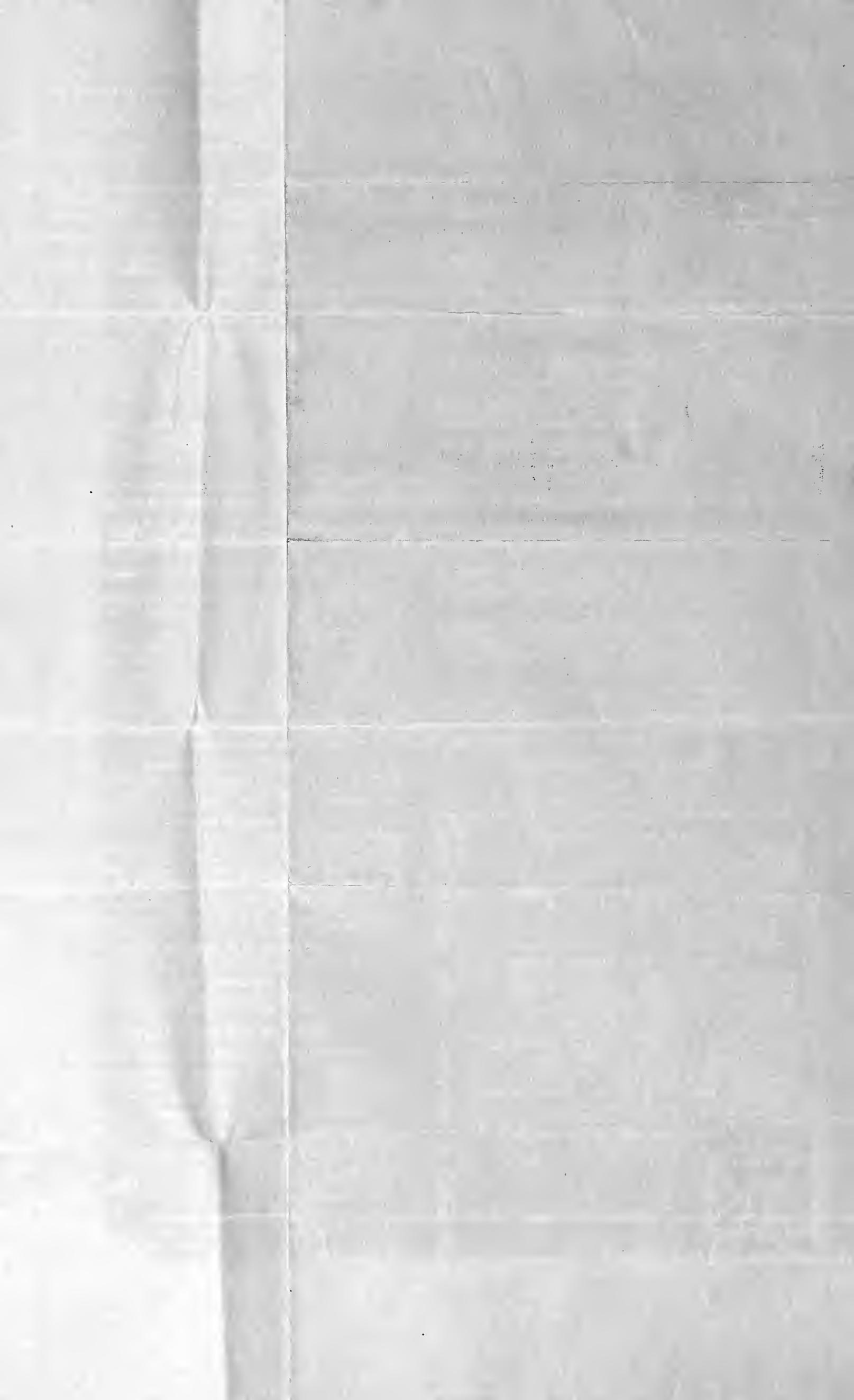
I can furnish a general collection of Hardy Perennials. This list includes Hardy Asters, Achillea, Columbines, Coreopsis Lanceolate, Hardy Chrysanthemums, Hardy Larkspurs, Hardy Pinks, Foxglove, Gaillardia Grandiflora, Hollyhocks, Helenium, Hardy Sunflowers, Hardy Phlox, etc. All strong grown plants. 25c each. \$2.50 per dozen. \$18.00 per 100.



GENERAL TRADE DISCOUNT 33 $\frac{1}{3}$ %

On IRIS of My Own Introductions 50 %

Ask for Special Prices on Large Quantities



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FRANK KOEHLER, Camden, New Jersey

It was in the year of 1900 that I left my employment at the Royal Gardens of the former German Emperor in Potsdam, and decided to devote my future to Hybridizing work and secured a position with Messrs. Goos and Koenemann, Nieder Walluf on-the-Rhine. Those being better acquainted with this firm will know what wonderful work is done there in Hybridizing and producing new improvements in Perennials, Dahlias, Cannas, etc. After several years of work for noted Specialists in Europe, and U. S. A., I started in business for myself about 15 years ago. One of my favored line are: Iris, I introduced several varieties, especially in the "Pinks and Reds". In this list I offer "Cinderella" and "Oberon". I consider these two real good varieties. My principles are the same as Messrs. Goos and Koenemann had, using only hardy healthy growers which will produce plenty of flowers. In my Hybridizing work I use in a great extent G. & K's varieties because they are on account of their hardiness more adapted to our climate conditions.

My New Iris Seedlings

CINDERELLA—Koehler (1924-25). A very tall (at least 3½ feet), strong grower with large size flowers; spreading Falls, rather difficult to describe—Uppers Pearl deepening to buff. Falls light purple shading to lavender. \$10.00 each. Prepaid.

OBERON—(Koehler 1924-25). A real lavender, giant in growth and size of flowers of Pallida Dalmatica type, nearing Albert Victor in color. Unfortunately rather slow in propagation. \$10.00 each. Prepaid.

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PROF. A. SEELIGER—(Koehler 1923). A tall grower of a distinct deep Wine Red color. 38 inches. A much improved Ed. Michel.

ELBERON—(Koehler 1923). An entirely new shade in deep Red. Very select color, a good size flower of artistic form. 32 inches. Late bloomer.

The three 1923 seedlings are good Seed bearers. Price \$3.00 each. \$30.00 per doz. Prepaid 6 plants at doz. rate.

BELLADONNA—(Koehler 1922). The forerunner of an early Plicata. Belladonna blooms regularly and profusely. It is distinct

in that its standards are darker than the falls, caused by a more heavy mottling and striping of purple on the white ground. An excellent and showy variety. Height 32 inches.

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UNDINE—(Koehler 1922). A very strong grower and very conspicuous among other Pallida varieties. The standards are a lovely shade of deep lavender, while the falls are rich velvety purple. Height 36 inches. Price of the three 1922 seedling \$1.00 each. \$10.00 per doz. Prepaid

GOOS & KOENEMANN'S NEW IRIS SEEDLINGS FOR 1925—Conditions of Sale and Prices on Application

FOLKWANG. In beautiful color blending a wonder of nature, very hard to describe. Falls claret red with conspicuous veinings of brownish yellow and light edgings. Standards of lustrous light rose Pink.

ROTA. A descendant of "Dorothy" eclipsing its progenitor by far in luminous power. Standards of bright silky carmine-pink. Falls of a darker tone with distinguishable veinings, but no bordering. Of medium height and very free flowering habit, a brilliant mass-effect in bright sunlight.

RHEINGAUPERLE. A striking novelty of a wonderful soft rose-pink. The standards being lighter in shade than the falls. The later are remarkably broad, in counter-effect with the straight

up dome shaped crown lend distinction and beauty to the flowers.

FORSETE. A one color variety producing dark lavender flowers of Pallida Dalmatica size on unusable free branching stems of from 3 to 4 feet high.

BALDER. Dome Shaped Yellow Olive colored standards with light bluish reflex. Falls of dark reddish purple with olive lined base. A combination bound to meet with popular favor.

VINGOLF. A cross between Countess Lonyay and Her Majesty. Falls deep velvety violet-blue with light clear cut margins. Standards approaching cream color. The fascinating feature of this novelty is a new beautiful contrast effect in color combination of the single flower.

CHOICE IRIS GERMANICA

including several rare varieties offered the first time in this country
S.—Standards or Uppers. F.—Falls.

Price per dozen, 10 times the price of one. Six at dozen rate

	Each
Caprice (24 inches) Wine Red	\$.50
Her Majesty (24 inches) Rose Lilac	.35
Ilisan (G. & K. 24 inches) S. Lilac—Rose F. Red	5.00
Lohengrin (G. & K. 32 inches) Cattleya Rose	.35
Mr. Austin (Denis) Wine Red with yellow tinge	3.00
Mrs. Alan Gray (24 inches) Delicate Pink	.35
Rose Unique (24 inches) Rose	.50
Schwanhild (G. & K. 22 inches) Delicate Pink	5.00
Seminole (35 inches) Violet, Rose and Crimson	2.00

YELLOW AND BRONZE SHADE

Eldorado (30 inches) Bronze, Yellow with Heliotrop	\$.50
Flammenschwert (G. & K.) Improved Iris King	5.00
Flavescens (32 inches) Soft pale Yellow	.25
Gajus (G. & K. 25 inches) S. Yellow—F. Red veined	.50
Iris King (K. & G. 30 inches) Old Gold	.35
Loreley (G. & K. 28 inches) Yellow and Ultramarine Blue	.25
Mithras (G. & K. 30 inches) S. Yellow—F. Wine Red	.35
Mrs. Neubronner (24 inches) Golden Yellow	.35
Nibelungen (G. & K. 30 inches) Fawn Yellow	.35
Pfanenauge (G. & K.) S. Olive—E. Bluish Plum	.50
Prince Vict. Linse (G. K. 30 inches) Yellow and Plum	.20
Prosper Langier (30 inches) Bronze	.50
Sherwin Wright (25 inches) Golden Yellow	.35

LAVENDER AND BLUE SHADES

Albert Victor (40 inches) Lavender	\$.25
Eckesachs (G. & K. 33 inches) S. Lavender—F. Light Purple	4.00
Juniata (44 inches) Clear Blue	.35
La Beute (26 inches) Clear Sky Blue	...
Lady Foster (42 inches) Light Lavender	2.50
Oriflamme (32 inches) Light Blue and Violet	.50
Pallida Dalmatica (36 inches) Light Lavender	.35
Pollux (G. & K. 33 inches) Light Blue (Rare)	5.00
Princess Beatrice (38 inches) Lavender	.50
Rheinranke (G. & K. 36 inches) Lavender and F. Purple	5.00
Riese von Connern (Muller 38 inches) A Light Blue Giant	5.00

DARK BLUE SHADES

Alcazar (36 inches) S. Mauve—F. Deep Purple	\$.50
Atropurpurea (28 inches) Deep Purple	.25
Kochii (28 inches) Claret Purple	.25
Archeveque (28 inches) S. Purple—F. Black Purple	1.00
Parc de Neuilly (30 inches) Deep Violet Blue	.50

WHITE SHADES	
Anna Farr (36 inches)	White, Pale Blue Markings.....
Florentina Alba	Creamy White.....
Mme. Cherean	(40 inches) White Edged Lilac.....
Rhein Nixe (G. & K. 36 inches)	White and Violet.....
Jeanne d'Arc (30 inches)	White Penciled Lilac.....
Parisiana (30 inches)	White, Dotted and Shaded Lilac.....

VARIOUS SHADES	
Ambassadeur (48 inches)	Dark Maroon.....
Dalmarius (G. & K. 30 inches)	Gray, Blue and Lilac.....
Monsignor (24 inches)	Violet and Crimson.....
Nuee d'Orage (30 inches)	S. Gray—F. Purplish Bronze.....
Perfection (30 inches)	S. Lavender—F. Black Violet.....

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GYPSOPHILA PANICULATA FLORE-PLENO

The beautiful double Baby's Breath. Plants from select original stock, guaranteed to be on their own roots positively no seedlings, 50cts. each, \$5.00 per doz.

Papaver Orientale (Oriental Poppy) in best varieties, Mrs. Perry (pink) Perry's White, Cerise Beauty and others. 35cts. each \$3.50 doz.

Phlox, Rosalind (Koehler) brilliant Pink 25cts. each
Hardy Phlox in good varieties, 25cts. each, \$2.50 per doz., \$20.00 per 100. Lists of varieties on application.

NEW ASTERS, HARDY

Viola A real gem, five feet high, of violet blue is one of the very best (Not more than one dozen sold to a customer.) 50cts each, \$5.00 per doz

Grandiflora An old but rare variety; has the largest individual flowers. It blooms late and is very distinct from any other kind. Grows 2½ feet, color bluish violet. 50 cts. each

NEW GAILLARDIA PORTOLA

A very strong vigorous upright grower of California origin 2½ to 3 feet high, immense flowers rich coppery scarlet margined with golden yellow. 50 cts. each, \$5.00 per dozen

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I can furnish a general collection of Hardy Perennials. The list includes Hardy Asters, Achillea, Columbines, Coreopsis Lanceolate Hardy Chrysanthemums, Hardy Larkspurs, Hardy Pinks, Fox-glove, Gaillardia Grandiflora, Hollyhocks, Helium, Hardy Sunflowers, Hardy Phlox etc. All strong grown plants 20 cts. each \$2.00 per dozen.

